AT THE TOBACCO GROWERS' INFORMATION COUNCIL ANNUAL MEETING . . .

Raleigh, N. C.

[JAMES C. BOWLING*]

IN THESE DAYS when our industry is faced with serious problems, I think it's important that we meet together and exchange ideas. We are under heavy attack because of the health question and we must all work together to find the answer.

Let us not try to find a "Government Answer." Let us not try to find an "Industry Answer." Let us try to find the truth!

In my opinion there are three words which best express the course of action we should all take in the face of this problem. These three words are: care—cooperation—confidence.

The tobacco industry is one of the major industries in the United States. Before irreparable damage is done to its reputation, we hope spokesmen who take a position against us will exercise *care*.

For example, we hear publicity about illnesses associated with cigarette smoking. Many times they are careful not to say these illnesses are *caused* by cigarette smoking, but one is likely to assume that this is what is meant.

One fallacy in concluding that illness is caused by smoking is obvious to any thoughtful person. The fallacy is this: If we knew that the subjects of this study were exactly alike in all other respects, and that the only difference was in their smoking or non-smoking, we might then be able to conclude that the difference in health was *caused by smoking*.

But we know that this has *not* been true. As more studies are completed, the evidence increases that different physical and emotional characteristics and habits of life are associated with cigarette smoking and non-smoking.

For example, there is evidence that smokers, as a class, marry more often, change jobs more often, are more athletic, drink more alcohol and drink more black coffee. Cigarette smoking may be a reflection of some of these characteristics and habits.

Tranquilizers cited, too

A recent study showed that people who use tranquilizers have a much higher death rate than those who do not. The author did not conclude that tranquilizers kill people.

I'm sure most of you saw the story in the paper about sleeping. It said they now discovered that the death rate from stroke and heart attacks was "considerably higher" among those who usually slept nine or 10 hours a night than for those who slept seven hours a night. And for persons who slept 10 or more hours a night, the death rate was 286 per cent higher than for those who slept seven hours!

It was not concluded that "excessive sleep" will kill people. Among the long-sleepers there are enough people whose greater requirements are due to life-shortening illness to affect the mortality statistics of the whole group. No one would expect the longevity of such people to be improved by restricting them to seven hours sleep a night.

Conclusions unwarranted

Some respected doctors and scientists do not accept the statistical evidence of the Surgeon General's Report as being conclusive. Furthermore, they feel that those conclusions are not warranted.

These scientists and doctors are respected by their colleagues and there is no evidence that they represent the tobacco industry. It would appear to be an honest difference of opinion among doctors and scientists.

Here is a most important fact to bear in mind: There are more than 1100 compounds in tobacco, and to date, no one has proved that in the quantities found in cigarettes, any one of them is harmful to health.

We would like the public to be fully informed. We would like the information that reaches them to be factual rather than emotional or incomplete. The people of this industry are responsible citizens and have reacted to charges against tobacco with restraint and logic.

Cigarette smoking is first and foremost one of life's pleasures. Along with coffee, tea and some beverages, cigarettes belong to the family of natural products which tend to relax people who are tense and help people who are bored and depressed.

Some people have always had mixed feelings about things that give us pleasure—they think that pleasurable things are sinful. We believe some of the attacks on cigarette smoking could stem from these sources.

No laboratory proof

The average American is a reasonable man—a thoughtful man. He will respond to the truth. He is entitled to the truth. He shouldn't be confused and frightened by inconclusive evidence. We know that, in fact, there is *no* laboratory proof that smoking ever gave cancer to a human being. We know that people who don't smoke *do* get lung cancer and most smokers *never* get lung cancer.

With the national election approaching, I think it is significant that one of our major political parties, in its party platform, comments on the tobacco and health questions.

It says it advocates a positive approach to the issue of health and tobacco. Quote: "We recommend a cooperative effort in health and tobacco research by government, industry and qualified scientific bodies, to ascertain relationships between human health and tobacco growth, curing, storage and manufacturing techniques, as well as specific medical aspects of tobacco smoke constituents." End of quote.

I believe this indicates that an important segment of American public opinion recognizes this is not a closed issue and that more cooperative research is necessary.

Matter of responsibility

I think if the average smoker knew all the so-called scientific evidence against smoking, he would say, "I don't buy it. I need better proof than that. When you have real proof, I'll be glad to listen to you!"

Joseph F. Cullman 3rd, chairman of the board of Philip Morris, Inc., said: "Despite the fact that direct proof of a cause and effect relationship is still lacking, at Philip Morris we accept the responsibility to the vast and loyal numbers of cigarette smokers—both in

Cigar for boss...

A traditional promotion cigar is presented to Rear Admiral Joseph C. Wylie, Newport naval base commander, by Capt. Anne L. Ducey, on the occasion of her recent promotion to captain. The base plans officer, she is one of nine naval women line officers to attain the high U.S. rank.

*Excerpts from remarks by Mr. Bowling, group vice president, Philip Morris, Inc., at the annual meeting of the Tobacco Growers' Information Committee on October 28, 1968.

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Source: https://www.industrydocuments.ucsf.edu/docs/pkjk0248

the United States and throughout the world—who enjoy and derive pleasure and satisfaction from our brands."

The second and perhaps the most important aspect in regard to finding the solution to the controversy that faces us, is *cooperation*.

Perhaps no other group of people knows the value of cooperation better than tobacco growers. You know how valuable cooperation can be, for by working together and through your cooperation with the U.S. Department of Agriculture, you have been able to do an outstanding job. Our industry has always stood ready to cooperate with the government, for only by working together can we be successful.

We do not regard the government as an enemy. When people within government make statements about cigarettes and health, they are stating their honest opinions. We have a right to disagree with their opinions, and in some cases we do.

This underscores the necessity for cooperative efforts. Only in that way can there be a meeting of the minds and a solution found which will be satisfactory to all concerned.

Legitimate questions

In 1954, we recognized that legitimate questions existed about smoking and health. Manufacturers joined with growers and warehousemen and this mutual cooperation led to the establishment of the Council for Tobacco Research—USA.

Since then its Independent Scientific Advisory Board has provided grants amounting to more than $13 million to some 300 scientists in over 100 hospitals, universities and research institutions.

These grant recipients are assured complete scientific freedom in pursuing their inquiries, and they, independently report their findings to medical and scientific organizations. To date they have published 674 pertinent papers.

More recently, as you know, my company and five others have committed some $18-million to the American Medical Association's Education and Research Foundation for extension of this research.

As reported this summer, the committee of scientists which determines grants from these funds has already recognized that there is "a long hard road to travel" in establishing any kind of cause and effect relationship between tobacco use and health.

We have invested these millions of dollars because we have confidence. We do this in the interest of determing the scientific truth and with confidence that the truth will not hasten the day of our demise. We do so with a complete and moral desire to find the truth.

'Unfair' taxation

Our own industry has another unfair burden to bear—heavy and discriminatory taxation. Cigarette smokers in particular are being discriminated against by increasing State and Municipal taxes. It is totally unwarranted and unjust.

Cigarette users, by virtue of paying the extra taxation, receive no special benefits in return. Where cigarettes are concerned, expediency rather tax equity seems to be the rule. This seems to apply to taxing authorities at all levels of government.

Why should tobacco, a major agricultural commodity of the nation, carry this staggering burden? When additional revenues are needed, why single out cigarettes and cigarette smokers to carry such a large percentage of the tax burden?

Despite all the problems we face, there is one fact about tobacco that has been established over the past few years—Americans like to smoke cigarettes. That should give us *confidence*.

In 1964, the year of the Surgeon General's Report, there were 53 brands and styles of cigarettes selling on the American market. Today there are 92 different kinds available.

When a manufacturer markets a new cigarette, is represents a great deal of planning, investigation, testing, and the investment of large amounts of money. The proliferation of cigarette types and brands is also an indication of confidence we have in the future of our industry.

I believe that the tobacco industry is in a very strong position. We have the confidence of an overwhelming number of Americans and of people throughout the world. People have demonstrated conclusively that they want to smoke.

We get a lot of mail from people around the world telling us how much they enjoy our cigarettes. Here is an excerpt from one letter I shall never forget.

Quotes chaplain's letter

It's from a chaplain* at a Marine field hospital in Viet Nam. Here is what he writes:

"Requests for your cigarettes are always ringing in our ears. When the wounded ask for cigarettes, I think we should expend every effort for these guys who have given so much of their time, and many times their body. No matter what anyone believes of this war, they ought all to feel compassion for the effects on our young men, and do what they can in the name of humanity, to heed their plea for a little pleasure."

I believe that speaks for itself.

When we speak of the tobacco industry, we have to include many people and businesses we may not normally consider to be a part of it. I think we have many more allies and friends than we believe.

A major industry in the United States is the vending industry—coin-operated vending machines. In 1967 they did more than $4.5-billion in business. The greatest share of this, one billion, 700 million dollars was accounted for by cigarettes.

They are investing vast amounts of money in new equipment. Some of the newer vending machines can now accommodate as many as 40 different brands of cigarettes. They have confidence in the future of our industry.

Retail operations

One of the fastest growing retail operations in the United States is the convenience store. They are the small groceries that are open from 7 a.m. till 11 at night. A study was made of their sales pattern, taking into consideration unit sales, dollar sales and dollar margin —the item that ranked *number one* was cigarettes!

There are more than 15,000 of these stores in the United States and they are growing rapidly. In the past six years they enjoyed a 65.8 per cent increase in cigarette sales. In 1967, their sale of tobacco products was approximately $225-million. They have confidence in the future of our industry.

The same pattern exists in regard to the supermarkets. The latest figures available show there are 32,705 supermarkets doing an annual volume of $50.5-billion. Cigarette sales accounted for approximately $2.5-billion of that.

*Letter to J. C. B. from Chaplain (Lt.) Edwin V. Bohula, U. S. Naval Support Activity, Da Nang, Viet Nam. Dated June 30, 1968.

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Source: https://www.industrydocuments.ucsf.edu/docs/pkjk0000

They must have confidence in the future of our industry.

These are but a few examples of how basic the tobacco industry is to every aspect of our society. We do not believe all these people, all across the nation, are involved in a conspiracy against the well-being of anyone. I believe they are as responsible as anyone else.

Assistance welcomed

The pattern of growth in our industry and the success we enjoy also brings with it a greater sense of responsibility. We are aware of this responsibility and accept it. We are continually working to improve our products in every way. We welcome constructive assistance from all sources—government as well as private. There is no reason to believe that with our capacity for scientific and technological innovation we cannot continue to make progress.

Smokers throughout the world know the integrity and quality of American cigarettes. We have grown, manufactured and sold products of the highest quality since the beginning of our industry.

We have spent many years building our reputation. The quality of tobacco we grow in this country enjoys a high reputation everywhere.

The Good Lord in his infinite wisdom saw fit to create here, in the United States, a unique combination of soil, climate and intelligent population. These factors combine to produce tobaccos that have not yet been duplicated anywhere in the world!

I believe that the outcome of this controversy will result in benefits for all parties concerned with this issue. Through continuing efforts in scientific investigation we are learning more about tobacco and filtration than the world has ever known. An unprecedented number of scientific institutions and individuals are now involved in this question.

The tobacco industry heartily supports this effort. We are anxious that every shred of evidence or alleged evidence be investigated to the fullest.

Faith in results

At Philip Morris our position has long been clear. We have faith in the results that will come from these efforts.

You have heard reports about declining sales in the cigarette industry. We estimate at this time, that domestic sales for 1968 will be approximately equal to those of last year.

Even though my own company is some nine per cent ahead of our record of a year ago, all of us are naturally concerned. The industry is not moving ahead in its traditional pattern. We must remember, however, these figures do not include more than one million American servicemen stationed overseas.

In this country, the cigarette industry is a relatively mature industry—we cannot always expect the percapita consumption of cigarettes to continue to increase at the same rate.

Some years ago we determined that great growth opportunity exists in international sales—in the rest of the world where people want American cigarettes but haven't always been able to afford them. Today, with increasing affluence around the world, they *are* able to buy them.

It is encouraging to note that the export of American cigarettes in 1968 is up approximately two billion units over last year. This amounts to an increase of 8.8 per cent. These figures should give us confidence, because they obviously reflect international demand for our products.

Concern for people

You and I know the people in the tobacco industry. We seek no profit at the expense of, or detriment to, our fellow citizens. We yield to no one in our concern with the welfare of the American people.

In summing up, the three key words are *care—cooperation*—and *confidence*.

We ask the exercise of reasonable *care* from those in a position to influence public opinion.

The tobacco industry offers *cooperation* with government and all other responsible agencies who are seriously interested in finding an answer to the health charges. We would like more information to be discovered. Only in that way can we have the needed answers.

Let us not find a "Government Answer." Let us not find an "Industry Answer." Let us find the truth!

We can then, all of us, look forward to the future with renewed *confidence*. □

Youngstown Vindicator
YOUNGSTOWN, OHIO
D. 99,776 SUN. 154,761

OCT 28 1968

$69,000 in Cigarettes Stolen with Truck

(Vindicator State Wire)

CLEVELAND — A Mack truck and trailer loaded with 8,364,000 Philip Morris cigarettes were stolen over the weekend. The FBI is investigating because it was an interstate shipment.

The 679 cases of cigarettes were in the truck-trailer rig parked at the loading dock of the Hennis Freight Line here after arriving from Winston-Salem, N.C.

The cigarettes were valued at $69,000 and the rig at about $4,000.

Oregon Journal
PORTLAND, ORE.
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NEWSMAKERS

Sandy Student Wins Scholarship To USC

THOMAS J. AMACHER, of Sandy, a student at Eastern Washington State College, has received a one year Philip Morris, Inc., scholarship to the University of Southern California. Amacher is a business administration major who has worked at Williams Thriftway Store in Sandy for the past three years. The grant was awarded for study in the Food Distribution Program, School of Business Administration, at USC.

Source: https://www.industrydocuments.ucsf.edu/docs/pkjk0000